

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-61. CANCELED

62. (currently amended) A method of creating and storing an electronic rental contract for a rental vehicle such that a user need not visit a rental counter to create a rental contract when arriving at a car rental facility to pick up the rental vehicle, the method comprising:

hosting a website on a server system, the website comprising a plurality of web pages for access over a network by any of a plurality of client systems;

creating a rental vehicle reservation in response to data received through the website from a client system;

storing a reservation transaction within the server system, wherein the reservation transaction is representative of the created rental vehicle reservation;

electronically accepting additional data from the user through the website for a potential rental of a rental vehicle based on the rental vehicle reservation;

communicating an electronic rental proposal for display to the user on a web page of the website, the electronic rental proposal being based on the rental vehicle reservation and the accepted additional data;

creating an electronic rental contract for a rental vehicle in response to an electronic acceptance by the user of the electronic rental proposal, the electronic rental contract permitting the user to avoid creating a rental contract at the rental counter when arriving at the car rental facility to pick up a rental vehicle in accordance with the electronic rental contract; and

storing a rental transaction within the server system, wherein the rental transaction is representative of the created electronic rental contract; and

wherein the electronically accepting, communicating, electronic rental contract creating and rental transaction storing steps are performed by the server system during a single visit by the client system to the website regardless of whether the user has a pre-existing master rental agreement with a rental car company that operates the car rental facility.

63. (previously presented) The method of claim 62 further comprising:
allocating a rental vehicle to the user at the car rental facility in accordance with the electronic rental contract without requiring the user to visit the rental counter.
64. (currently amended) The method of claim 62 further comprising the server system performing the following steps during the single visit by the client system to the website:
after the reservation creating step, electronically receiving input from the user indicative of a request to convert the created reservation into an electronic rental contract; and
responsive to the received input, providing a web page of the website to a client system for display thereon that is configured to solicit the additional data from the user.
65. (currently amended) The method of claim 64 further comprising the server system performing the following steps during the single visit by the client system to the website:
after the reservation creating step, providing a web page of the website to the client system for display thereon that is configured to provide the user with a user-selectable option to only create the reservation and a user-selectable option to convert the created reservation into an electronic rental contract; and
wherein the input receiving step comprises the server system receiving a user selection of the option to convert the created reservation into an electronic rental contract, thereby advancing the user to the web page that is configured to solicit the additional data from the user.
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67. (currently amended) The method of claim 64 further comprising the server system performing the following step during the single visit by the client system to the website:
automatically pre-filling at least a portion of the additional data into a web page of the website from a rental history associated with the user.
68. (currently amended) The method of claim 64 further comprising the server system performing the following steps during the single visit by the client system to the website:

receiving a selection by the user of a button on the web page that is configured to solicit the additional data from the user; and

responsive to the button selection, automatically pre-filling at least a portion of the additional data into that web page from a rental history associated with the user.

69. (currently amended) The method of claim 64 further comprising the server system performing the following step during the single visit by the client system to the website:

automatically performing a suggestive sell for the potential rental through a web page of the website based on a rental history associated with the user.

70. (previously presented) The method of claim 69 wherein the suggestive sell is for an optional coverage item for the potential rental.

71. (currently amended) The method of claim 62 further comprising the server system performing the following steps during the single visit by the client system to the website:

for a user who has a pre-existing master rental agreement with the rental car company, (1) providing a web page of the website to a client system for display thereon that is configured to solicit the data for creating the reservation from the user, and (2) automatically pre-filling at least a portion of the data for creating the reservation into that web page from the master rental agreement.

72. (currently amended) The method of claim 71 further comprising the server system performing the following step during the single visit by the client system to the website:

permitting the user to electronically modify the pre-filled data without modifying the master rental agreement.

73. (currently amended) The method of claim 72 further comprising the server system performing the following steps during the single visit by the client system to the website:

receiving a modification of the pre-filled data from the user through the website;
electronically notifying the user with a selectable option to keep the modification and a selectable option to revert to the pre-filled data;

receiving a selection of one of the two options from the user; and
using data for the reservation based on the received option selection.

74. (currently amended) The method of claim 62 wherein the additional data comprises driver's license information for the user, the method further comprising the server system performing the following steps during the single visit by the client system to the website and before the communicating step:

electronically performing a validation operation on the driver's license information such that the communicating step is not performed should the validation operation indicate the driver's license information is invalid; and

should the validation operation indicate the driver's license information is invalid, electronically requesting that the user re-submit new driver's license information.

75. (currently amended) The method of claim 62 wherein the additional data comprises credit card payment information for the user, the method further comprising the server system performing the following steps during the single visit by the client system to the website and before the communicating step:

electronically performing a validation operation on the credit card payment information such that the communicating step is not performed should the validation operation indicate the credit card payment information is invalid; and

should the validation operation indicate the credit card payment information is invalid, electronically requesting that the user re-submit new credit card payment information.

76. (currently amended) The method of claim 62 wherein the additional data comprises driver's license information for the user and credit card payment information for the user, the method further comprising the server system performing the following steps during the single visit by the client system to the website and before the communicating step:

electronically performing a first validation operation on the driver's license information such that the communicating step is not performed should the first validation operation indicate the driver's license information is invalid;

should the first validation operation indicate the driver's license information is invalid, electronically requesting that the user re-submit new driver's license information;

electronically performing a second validation operation on the credit card payment information such that the communicating step is not performed should the second validation operation indicate the credit card payment information is invalid; and

should the second validation operation indicate the credit card payment information is invalid, electronically requesting that the user re-submit new credit card payment information.

77. (previously presented) The method of claim 62 wherein the server system is operated by the rental car company.

78. (previously presented) The method of claim 62 wherein the additional data comprises a modification of the reservation data.

Claims 79-112: CANCELED

113. (currently amended) A system for creating and storing an electronic rental contract for a rental vehicle such that a user need not visit a rental counter to create a rental contract when arriving at a car rental facility to pick up the rental vehicle, the system comprising a server system configured to:

host a website, the website comprising a plurality of web pages for access over a network by any of a plurality of client systems;

create a rental vehicle reservation in response to data received through the website from a client system;

store a reservation transaction, wherein the reservation transaction is representative of the created rental vehicle reservation;

electronically accept additional data from the user through the website for a potential rental of a rental vehicle based on the rental vehicle reservation;

communicate an electronic rental proposal for display to the user on a web page of the website, the electronic rental proposal being based on the rental vehicle reservation and the accepted additional data;

create an electronic rental contract for a rental vehicle in response to an electronic acceptance by the user of the electronic rental proposal, the electronic rental contract permitting the user to avoid creating a rental contract at the rental counter when arriving at the car rental facility to pick up a rental vehicle in accordance with the electronic rental contract; and

store a rental transaction, wherein the rental transaction is representative of the created electronic rental contract; and

wherein the server system is further configured to perform the additional data acceptance, the electronic rental proposal communication, the electronic rental contract creation and the rental transaction storage during a single visit by the client system to the website and regardless of whether the user has a pre-existing master rental agreement with a rental car company that operates the car rental facility.

114. (currently amended) The system of claim 113 wherein the server system is further configured to perform the following actions during the single visit by the client system to the website:

after the reservation creation, receive input from the user indicative of a request to convert the created reservation into an electronic rental contract; and

responsive to the received input, provide a web page of the website to a client system for display thereon that is configured to solicit the additional data from the user.

115. (currently amended) The system of claim 114 wherein the server system is further configured to perform the following actions during the single visit by the client system to the website:

after the reservation creation, provide a web page of the website to the client system for display thereon that is configured to provide the user with a user-selectable option to only create the reservation and a user-selectable option to convert the created reservation into an electronic rental contract; and

receive a user selection of the option to convert the created reservation into an electronic rental contract for thereby advancing the user to the web page that is configured to solicit the additional data from the user.

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117. (currently amended) The system of claim 114 wherein the server system is further configured to perform the following action during the single visit by the client system to the website, automatically pre-fill at least a portion of the additional data into a web page of the website from a rental history associated with the user.

118. (currently amended) The system of claim 114 wherein the server system is further configured to perform the following actions during the single visit by the client system to the website:

receive a selection by the user of a button on the web page that is configured to solicit the additional data from the user; and

responsive to the button selection, automatically pre-fill at least a portion of the additional data into that web page from a rental history associated with the user.

119. (currently amended) The system of claim 114 wherein the server system is further configured to perform the following action during the single visit by the client system to the website:

automatically perform a suggestive sell for the potential rental through a web page of the website based on a rental history associated with the user.

120. (previously presented) The system of claim 119 wherein the suggestive sell is for an optional coverage item for the potential rental.

121. (currently amended) The system of claim 113 ~~further comprising wherein the server system is further configured to perform the following actions during the single visit by the client system to the website~~:

for a user who has a pre-existing master rental agreement with the rental car company, (1) provide a web page of the website to a client system for display thereon that is configured to solicit the data for creating the reservation from the user, and (2) automatically pre-fill at least a

portion of the data for creating the reservation into that web page from the master rental agreement.

122. (currently amended) The system of claim 121 wherein the server system is further configured to perform the following action during the single visit by the client system to the website:

_____permit the user to electronically modify the pre-filled data without modifying the master rental agreement.

123. (currently amended) The system of claim 122 wherein the server system is further configured to perform the following actions during the single visit by the client system to the website:

- receive a modification of the pre-filled data from the user through the website;
- notify the user with a selectable option to keep the modification and a selectable option to revert to the pre-filled data;
- receive a selection of one of the two options from the user; and
- use data for the reservation based on the received option selection.

124. (currently amended) The system of claim 113 wherein the additional data comprises driver's license information for the user, and wherein the server system is further configured to perform the following actions during the single visit by the client system to the website and before the electronic rental proposal communication:

- perform a validation operation on the driver's license information such that the electronic rental proposal communication is not performed should the validation operation indicate the driver's license information is invalid; and

- should the validation operation indicate the driver's license information is invalid, electronically request that the user re-submit new driver's license information.

125. (currently amended) The system of claim 113 wherein the additional data comprises credit card payment information for the user, and wherein the server system is further

configured to perform the following actions during the single visit by the client system to the website and before the electronic rental proposal communication:

- perform a validation operation on the credit card payment information such that the electronic rental proposal communication is not performed should the validation operation indicate the credit card payment information is invalid; and

- should the validation operation indicate the credit card payment information is invalid, electronically request that the user re-submit new credit card payment information.

126. (currently amended) The system of claim 113 wherein the additional data comprises driver's license information for the user and credit card payment information for the user, and wherein the server system is further configured to perform the following actions during the single visit by the client system to the website and before the electronic rental proposal communication:

- perform a first validation operation on the driver's license information such that the electronic rental proposal communication is not performed should the first validation operation indicate the driver's license information is invalid;

- should the first validation operation indicate the driver's license information is invalid, electronically request that the user re-submit new driver's license information;

- perform a second validation operation on the credit card payment information such that the electronic rental proposal communication is not performed should the second validation operation indicate the credit card payment information is invalid; and

- should the second validation operation indicate the credit card payment information is invalid, electronically request that the user re-submit new credit card payment information.

127. (previously presented) The system of claim 113 wherein the additional data comprises a modification of the reservation data.

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137. (currently amended) The system of claim 113 wherein the server system is further configured to perform the additional data acceptance, the electronic rental proposal

communication, the electronic rental contract creation and the rental transaction storage during the single visit by the client system to the website for a user who does not have a pre-existing master rental agreement with the rental car company.

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139. (currently amended) The method of claim 62 wherein the electronically accepting, communicating, electronic rental contract creating and rental transaction storing steps are performed by the server system during the single visit by the client system to the website for a user who does not have a pre-existing master rental agreement with the rental car company.